

Splendid Gathering of Citizens at the Commercial Club Hears Advice on Building Up a Community

OVER 250 MEN AT GET-TOGETHER CONVENTION

Greater Albuquerque Boosters Mote Commercial Club Membership Mark Up to 600 for the Year 1913.

REPORT OF SECRETARY BRINGS LOUD APPLAUSE

MOVE IT UP TO 600. At the Commercial Club Get-together meeting last night at the club, following the report of the secretary to the effect that the membership had doubled since the first of the year by a standing vote and amid loud applause it was decided that the membership mark for 1912 be placed at \$600, the \$60 mark having already been passed.

The first of the year the membership was 250. The building rocked with applause last night when the secretary reported that owing to the work of the Committee of Fifty and other citizens, the membership now stands at 517. The list of new names made a document 10 feet long.

BIGGEST MEETING IN ALL THE HISTORY OF THE CLUB

With between 200 and 250 members present, and a rare spirit of enthusiasm and determination everywhere evident, the biggest meeting in the history of the Commercial Club was held by that organization last night. Never before has such a representative gathering of business men been seen in the club—a fact partly accounted for by the fact that the membership is now more than twice as large as it ever was before. The meeting last from 7 P.M. until 10:30, including a social hour with smoker and punch which followed the main session, and every man present stayed until the end and thought it a short evening at that. The program included addresses by A. B. Stroup on roads progress; Mayor Sellers on prospects for legislation in which Albuquerque is interested and plans to get tourist business in 1913; R. E. Bassett on the chamber advertising company of St. Louis; on municipal advertising, and Roy Bedichek, secretary of Deming's commercial organization, on what advertising has accomplished for that city. Assistant State Engineer Carroll was to have been present with a report on the work of his department in this country but could not make it.

Remarks by the president on various subjects and the secretary's report finished up the regular program. Mr. Kaseman presided ably and happily and there was absolutely nothing to mar the perfect success of the meeting.

In connection with the report of the secretary, the club voted the action of the directors in placing the annual dues of non-resident members at \$10 per year in advance, instead of \$12. Many Albuquerque boosters who do not live here but are closely identified with the city's interests are joining the club and this will be an added influence.

PRESIDENT KASEMAN PUTS CHIMP IN SHOP REPORT

During the remarks President George A. Kaseman took occasion to denounce upon the authority of Superintendent of Santa Fe Shops W. A. George, the report that the Santa Fe company has been laying off a large number of men here. Something may have been temporarily suspended in accordance with usual company practice of withholding expenses toward the close of the fiscal year to come within the budget appropriation. It is also pointed out that the loss of the California citrus business has perhaps induced the company to retrench a little more than usual at this time. It is understood that a number of these men will be re-employed next month.

The remarks of all the speakers were listened to with intense interest which did not lag throughout the meeting and it is an interest which has been awakened to stay awake.

A buffet lunch and cigars and good fellowship followed the speeches and the meeting has had the result of uniting the club members more firmly in the work of pushing the city forward.

CONSOLIDATION OF FACTORIES WILL BEGIN SOON

Important Improvements to be Undertaken at Lumber Company Plant: New Machinery to Be Installed.

The work of consolidating the box and sash and door factories at the American Lumber company, contemplated for some months, will begin Saturday and there will be no work in the factories until the consolidation has been completed, which will be about March 1. The box factory will be moved to the sash and door factory and the two factories will be placed under one roof, so that in the summer time the machinery of the consolidated factories may be used in manufacturing boxes.

Experiments have begun to re-arrange the system of sawdust and shavings production. A carbond of new machinery, for fast feeding and greater efficiency will be installed in the consolidated factory.

A woman's intuition can beat a man's logic to a conclusion.

PUBLIC READY TO CO-OPERATE WITH ROAD BOARD

New System Is Working Out Fine in County of Bernalillo Says A. B. Stroup in Talk Last Night.

RIVER IMPROVEMENTS RAPIDLY PROCEEDING

That the new system of county road administration, under a county road board working subsidiary to the state highway commission has proved a success in this county, that it has given an impetus to road building and development, and that the public welfare of the part of the people of the county was stated to the Commercial Club last night by Andrew B. Stroup, chairman of the good roads committee of the club, in a most interesting presentation of what is now being done on county roads.

Mr. Stroup called attention particularly to the way the farmers south of the city are helping with their teams and labor in the road improvement work. Evidence of good faith and businesslike intention on the part of the road board have caused the citizens to volunteer in large numbers to help the work.

"All over the county," said Mr. Stroup, "there is a growing feeling that the new road administration is a success, and will bring good roads. The people are getting right in behind the board everywhere. The way to resume is to resume," said the speaker, "and the way to build roads is to build them North of the city," said the speaker, "the people are ready to extend similar co-operation when the work gets under way there."

Mr. Stroup declared that one of the most important things to be done in the matter of roads is to get a good road to the Estancia valley and bring in all the vast volume of business from the valley and the intervening mountain districts, Torrance county being anxious to co-operate in this matter.

Jemez Road Boosters Will Be Here Tonight.

Mr. Stroup called the attention of the club to the fact that a delegation of good roads advocates from Jemez in the state will attend the meeting of the good roads local tonight at the club and urged as many as were interested to attend tonight's meeting and join in the work of getting the road to Jemez under way so as to get this business from that section. The Jemez people are anxious to get in and do their part of this project.

Satisfactory Progress on River Protection.

In the absence of Assistant State Engineer Carroll, Mr. Stroup reported that seventy-five pilings along twelve miles of the work have been driven above the Barcelas bridge on the west side of the Rio Grande for the diversion of the current and protection of the bridge and bank. "The people are hauling brush voluntarily to put in behind the pilings and there is little doubt that the work will accomplish its purpose," said Mr. Stroup.

President Kaseman of the club supplemented Mr. Stroup's report with the statement that the \$10,000 bill in the state senate appropriating \$4,000 for work along the river will pass and provide enough additional funds for the local work to accomplish all the work that can be done.

EXPERT PUBLICITY MAN TELLS HOW TO ADVERTISE

R. E. Bassett Advises Albuquerque to Get Into the Game and Conduct Systematic Intelligent Campaign.

VALUABLE ADVICE TO LOCAL BUSINESS MEN

One of the principal features of the big meeting of the Commercial Club last night was the hearty endorsement given by the members to R. E. Bassett of the Gardner Advertising company of St. Louis, Mo. Mr. Bassett is at present a resident of El Paso and is now considering coming to Albuquerque to make his home. For several years he has resided in various cities and towns in New Mexico and his talk last night was not merely with local conditions, but with an expert publicity man, Mr. Bassett has naturally studied affairs in New Mexico and has formulated valuable opinions relative to any advertising campaigns undertaken during the last few years, or which may be contemplated for the future.

Mr. Bassett spoke last night after Mr. Bedichek of Deming had read his excellent and extremely interesting paper. Mr. Bassett began by agreeing in every particular with what Mr. Bedichek had said with reference to community building and town boasting. He cited the examples furnished by Deming and Silver City, both of which towns have had considerable success as the result of well directed advertising campaigns.

Silver City, Mr. Bassett said, has spent some \$1,000 in a year, advertising the town as a health resort and the publicity proved so successful that the sanatoriums there had been unable to accommodate all the patients who applied for admission.

Continuing Mr. Bassett cited other instances of success which have followed systematically arranged and persistently adhered to advertising campaigns. He told of the campaigns conducted by Kansas City, Des Moines, San Antonio, Memphis, Nashville, Oklahoma City and dozens of other cities throughout the country.

Getting down to Albuquerque, Mr. Bassett said that Albuquerque has a glorious opportunity to build a "Greater Albuquerque" by means of the Deming district.

"Albuquerque has the grandest kind of an opportunity," said Mr. Bassett. "Albuquerque will grow naturally, but why let it grow like a weed? Let us take the example of a better and bigger city we can point to, the capital of a delicious advertising. Albuquerque has a number of splendid industries which have been obtained practically without advertising of any kind. I venture to say that by a well directed advertising campaign Albuquerque will be enabled to obtain industries

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RUINS OF PUEBLO BONITO TO GET THE TOURIST

Mayor Sellers Proposes a Big Scheme to Make Albuquerque Talk of Country During Exposition Season

MUNICIPAL MEASURES TO PASS LEGISLATURE

Community Advertising Is Likened to Gentle Art of Angling By Roy Bedichek in Speech Last Night.

TELLS WHAT PUBLICITY HAS DONE FOR DEMING

A reproduction of the famous ruins of Pueblo Bonito in Chaco canyon, New Mexico, to be built on the Santa Fe property opposite the Alvarado hotel, to be occupied by Indians working at their handicraft and by various kinds was suggested last night at the Commercial Club meeting by Mayor Dr. K. B. Sellers as a method of putting New Mexico on the map during the tourist rush to the coast expositions in 1915 and of securing for Albuquerque Santa Fe advertising equal to that given the Grand Canyon. Mayor Sellers suggested the city, by raising \$15,000 or \$20,000 for the purpose might enlisted the hearty co-operation of the railway. His idea is to have in the building colonies of Indians making pottery, colored blankets and silversmiths, the Indians to take all the revenue they can get to have the Harvey system installed in exhibit with a display from the state museum.

"I believe the railroad company would stop all its trains here for 45 minutes to an hour to see such an exhibit," said the colonel. "Right now 1,869 passengers a day go through here and this will be increased in 1915 to from 5,000 to 7,000. We can thus catch the tourists going and coming, and thus advertise Albuquerque from one end of the country to the other."

Mr. Bassett gave the city raise \$5,000 for State Fair.

The mayor gave an optimistic report on the prospects for passage of various municipal bills in the legislature in connection with the state fair bill which he expects to pass in the senate, the mayor declared the people of this city ought to raise \$5,000 additional to the \$5,000 appropriated annually for the fair by the bill in order to make the fair what it ought to be, any remaining surplus to be distributed pro rata to contributors.

This in addition to denoting a site of 160 acres for the permanent fair building to cost \$10,000. If we propose this, said the mayor, "it will make the passage of the bill almost certain."

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